ALL THE KING'S MEN
Analysis of Two Ads
Ads "Q" and "R"

Top Drawer

ARI FACTS

Confidential for Executives of

COLUMBIA PICTURES CORP.

Copies to:

NEW YORK

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HOLLYWOOD

AUDIENCE RESEARCH INC.
PRINCETON NEW YORK HOLLYWOOD

6 - N.Y.
5 - IS (Hold)

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COLUMBIA PICTURES CORP.

ARI has completed another in a series of advertisement want-to-see tests for Columbia's *ALL THE KING'S MEN*. This report covers two ads which have been designated Ads "Q" and "R".

Ad "Q" - Copy: "They sold themselves, body and soul, for a drink...a dress...a job...a dream!" "They all worked for Willie Stark...if he couldn't buy them he'd ruin them."

Pictures of eight characters.

Ad "R" - Copy: "Grafters and gamblers fought for his favor...He was the big shot... and any man or woman who tried to get the goods on him, risked ruin!" "The fascinating story of a big time political boss...his manners...his morals...and his women!"

Pictures of eight characters.

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The national want-to-sees produced by the two ads tested were as follows:

Ad "Q"	49
Ad "R"	52

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MARKET BREAKDOWN OF REGULAR WANT-TO-SEE (TITLE AND CAST) AND AD WANT-TO-SEES

	Regular Want-to-See (Title and Cast)	Ad "Q"	Ad "R"
TOTAL	30	49	52
MALES	34	57	62
FEMALES	26	41	43
AGES: 12-17	31	42	52
18-30	27	59	50
31-up	33	52	54
INCOMES: Upper and Middle	27	45	47
Lower	32	52	55
FREQUENCY OF ATTENDANCE:			
Less Than Once a Week	27	45	47
Once a Week	29	45	47
More Than Once a Week	36	60	63
SIZE OF COMMUNITY:			
10,000 - 100,000	27	46	53
100,000 - 500,000	34	47	53
Over 500,000	29	52	51
EDUCATIONAL LEVEL: (Ages 18 and over)			
College, Technical & Business School	27	50	45
High School	25	47	44
Other	35	54	64
First-Run Customers in Cities Over 100,000	33	47	48

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WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "Q"

	ALL PERSONS INTERVIEWED	Those Persons Interviewed Who, After Looking At The Ad, Said: THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
	%	%	%
Gangsters	36	35	37
A powerful, wealthy, ruthless man	19	20	17
Sex, immorality, etc.	11	9	13
Crime	9	6	12
Murder	8	7	9
Gambling, gamblers	5	6	3
Politics, dishonest politician	5	6	4
Politics, politician	4	4	3
Dishonest politician	1	2	1
Fighting	3	1	5
Mystery	3	4	2
Love	2	2	2
Tycoon, businessman	2	2	2
Tragedy	2	2	2
Excitement, action, adventure	1	1	1
Historical	1	1	1
Huey Long	1	2	1
Rise and fall of self-made man	1	2	1

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WHAT MOVIE-GOERS THINK THE PICTURE "ALL THE KING'S MEN" WILL BE ABOUT AFTER LOOKING AT AD "R"

	ALL PERSONS INTERVIEWED	Those Persons Interviewed Who, After Looking At The Ad, Said: THEY WANTED TO SEE THE PICTURE	THEY DIDN'T WANT TO SEE THE PICTURE
	%	%	%
Politics, dishonest politician	41	37	46
Politics, politician	26	24	29
Dishonest politician, graft	15	13	17
Gangsters	28	28	27
Gambling, gamblers	17	17	18
A powerful, wealthy, ruthless man	15	17	12
Sex, immorality, etc.	14	10	19
Murder	7	6	7
Love	5	6	4
Rise and fall of self-made man	3	3	2
Fighting	2	2	3
Crime	2	2	1
Excitement, adventure, action	1	2	1
Historical	1	*	1
Mystery	1	1	1
Huey Long	1	1	1

* Less than one per cent

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "Q"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious - want to see what it's about	13	0	+13
Excitement	8	1	+ 7
Cast	8	3	+ 5
Pulitzer Prize	4	0	+ 4
Heard or read about book	4	*	+ 4
Characters	4	*	+ 4
Different, unusual	1	0	+ 1
Mystery	2	1	+ 1
Educational	2	1	+ 1
Broderick Crawford	1	0	+ 1
John Derek	1	0	+ 1
Joanne Dru	1	0	+ 1
Murder	1	1	0
Man with wealth, power, ruthlessness	1	1	0
Crime	1	1	0
Sex, immorality	1	2	- 1
Tragedy	1	2	- 1
Gangsters	3	5	- 2
Looks dull, uninteresting	0	11	-11

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MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT AD "R"

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Excitement	14	0	+14
Curious - want to see what it's about	8	0	+ 8
Pulitzer Prize	4	0	+ 4
Heard or read about book	4	0	+ 4
Cast	6	3	+ 3
Politics, politician	4	1	+ 3
John Derek	2	0	+ 2
Broderick Crawford	1	*	+ 1
Characters	2	1	+ 1
Murder	2	1	+ 1
Different, unusual	1	0	+ 1
Historical	1	0	+ 1
Educational	1	*	+ 1
Mystery	1	*	+ 1
Man with wealth, power, ruthlessness	1	1	0
Tragedy	1	1	0
Gangsters	5	5	0
Crime	1	1	0
Sex, immorality	1	2	- 1
Dishonest politics, graft	1	2	- 1
Gambling	3	4	- 1
Looks dull, uninteresting	0	8	- 8

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Ad "Q"

THEY SOLD THEMSELVES, BODY AND SOUL,

They all worked for Willie Stark ... *if he couldn't buy them he'd ruin them.*

ROBERT ROSSEN'S PRODUCTION OF

ALL THE KING'S MEN

Based upon the Pulitzer Prize novel "All The King's Men" by Robert Penn Warren

WITH

BRODERICK CRAWFORD · JOHN DEREK · JOANNE DRU · JOHN IRELAND

Written for the Screen and Directed by

ROBERT ROSSEN

for a drink

... a dress

... a job

... a dream!

A COLUMBIA PICTURE

Ad "R"

GRAFTERS AND GAMBLERS FOUGHT FOR HIS FAVOR...

The fascinating story of a big time political boss... his manners... his morals... *and his women!*

ROBERT ROSSEN'S PRODUCTION OF

ALL THE KING'S MEN

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...and any man or woman who tried to get the goods on him risked ruin!